



North Carolina

STATE OF TECHNOLOGY

2021 Industry Report & Tech Directory

Makeup of Tech Industry

Percentage of Total North Carolina Tech Sector

Environmental

Life

Energy Tech

Tech

Sciences

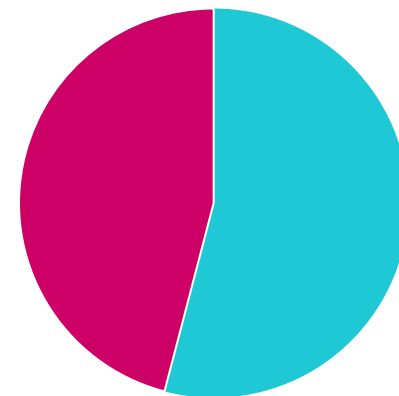
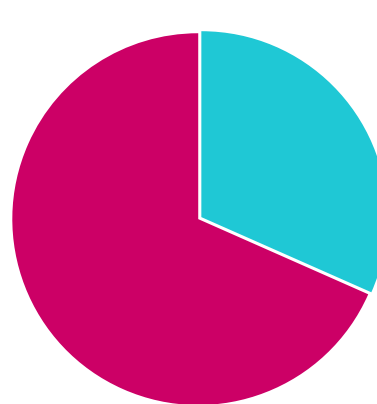
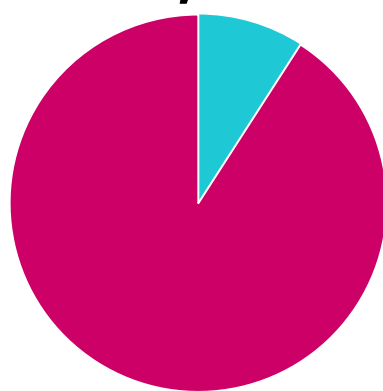
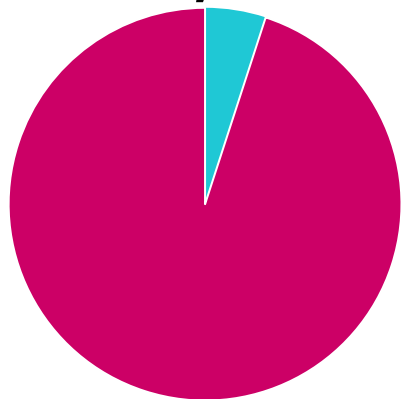
IT

13,336

25,300

89,946

141,337



5%

9%

33%

53%

The Difference Between Tech Industry Workers and Tech Occupational Workers



87 separate 6-digit NAICS



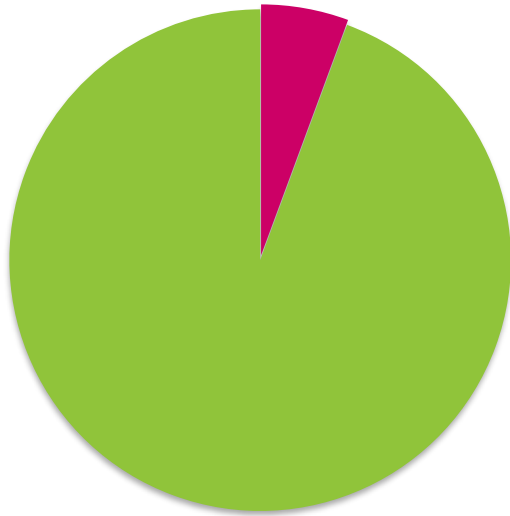
65 separate 5-digit
(SOC) codes

Tech Industry in North Carolina - 2019

Percentage of Total North Carolina Economy

Employees

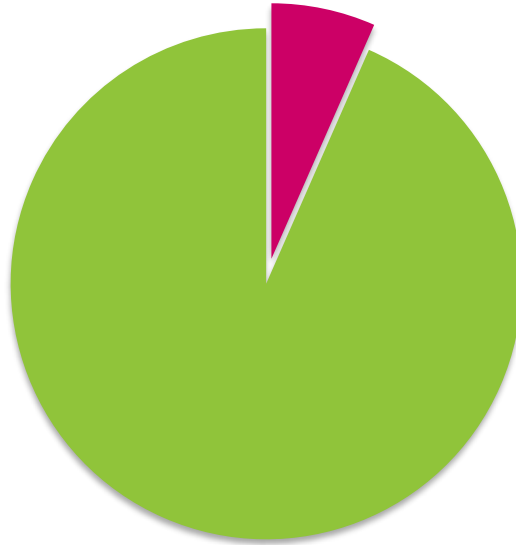
269,920



6.0%

Establishments

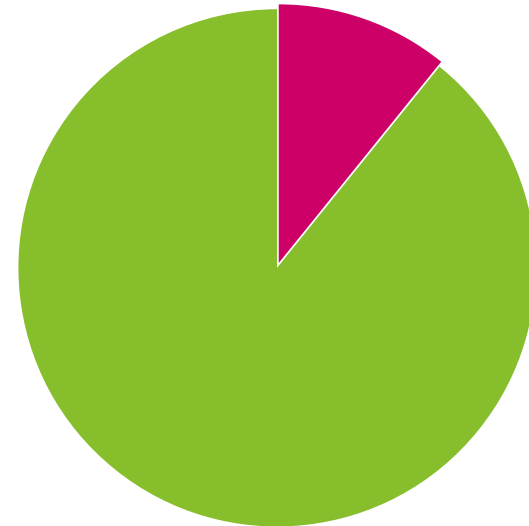
21,042



7.3%

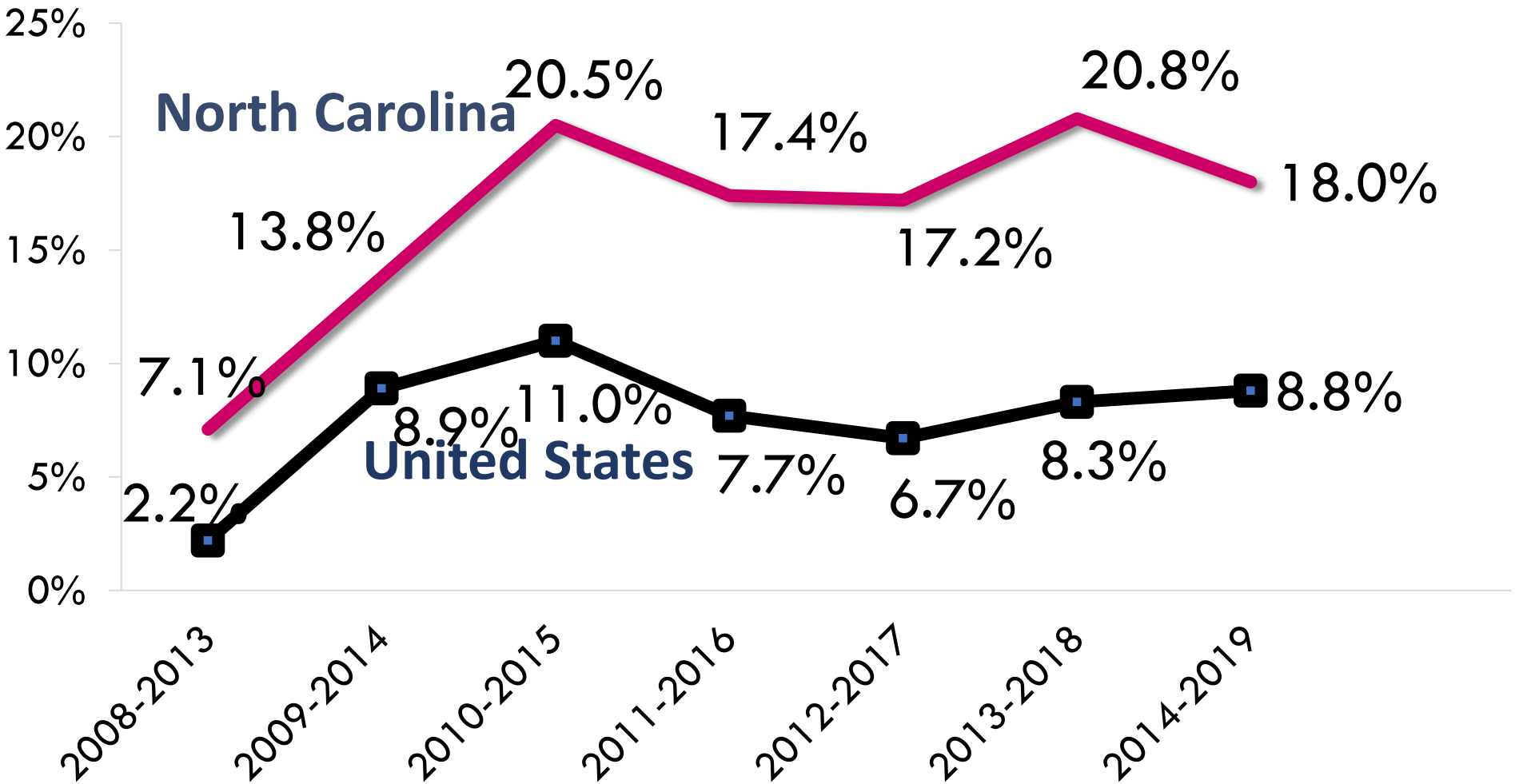
Wages

\$30,416,000



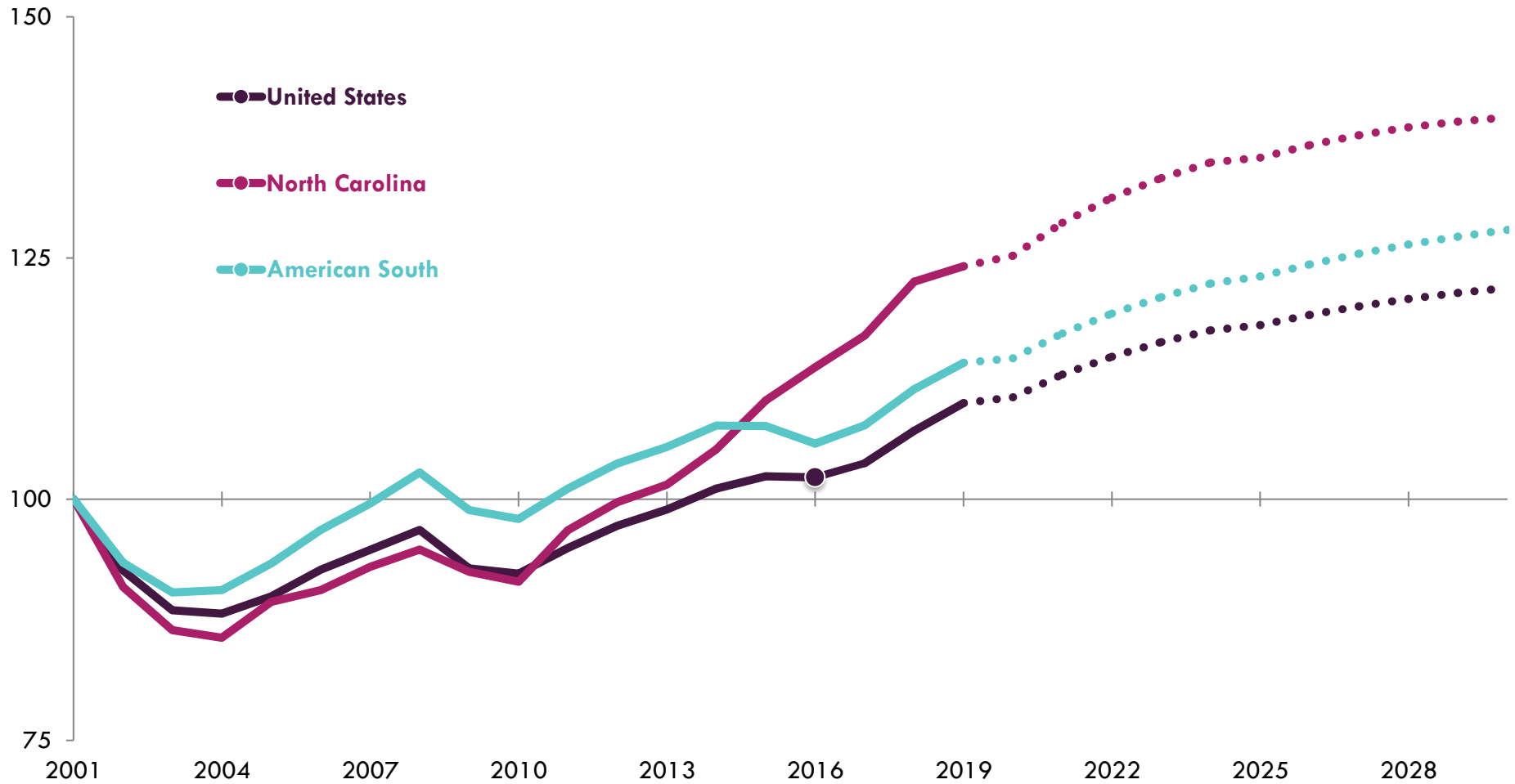
11.7%

5-Year Growth Rates for North Carolina's Total Tech Sector, 2013-2019

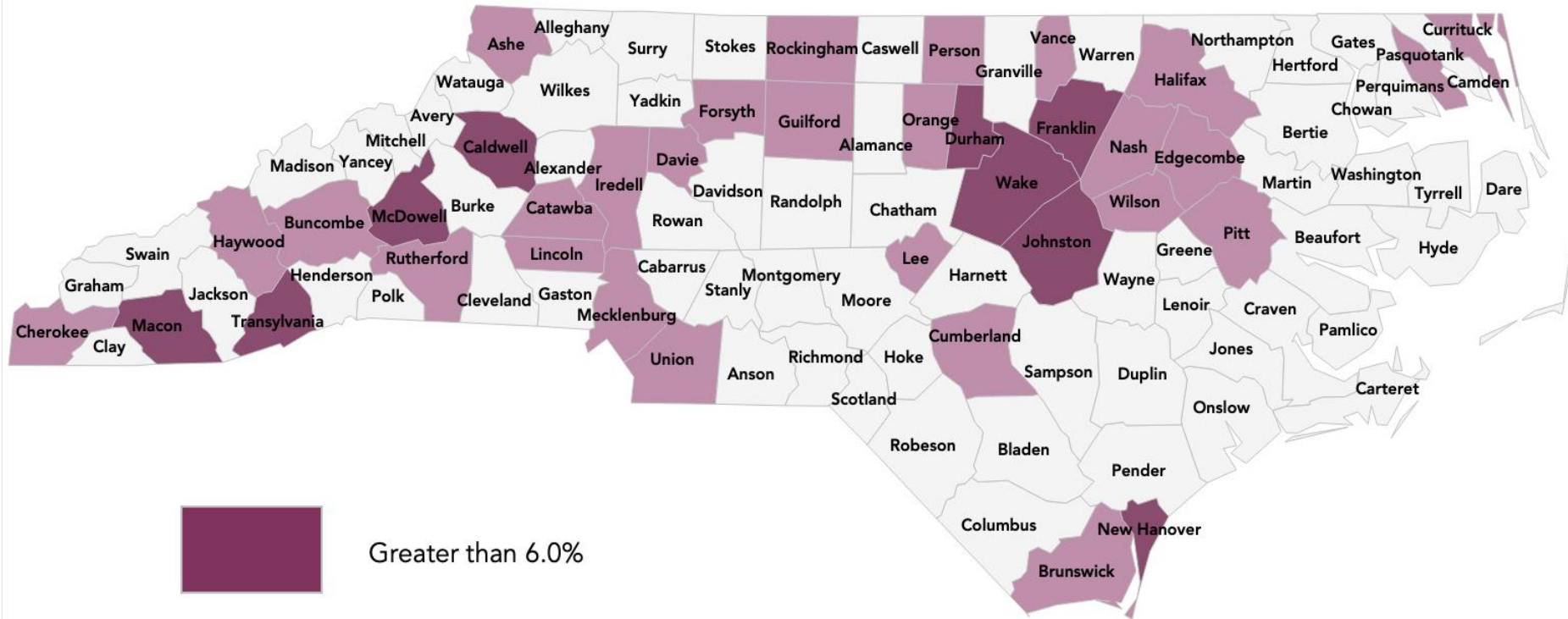


Long Term Technology Sector Trends

(Percentage Change in Employment Post 2001)



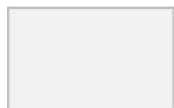
Tech Industry Jobs by County in North Carolina



Greater than 6.0%

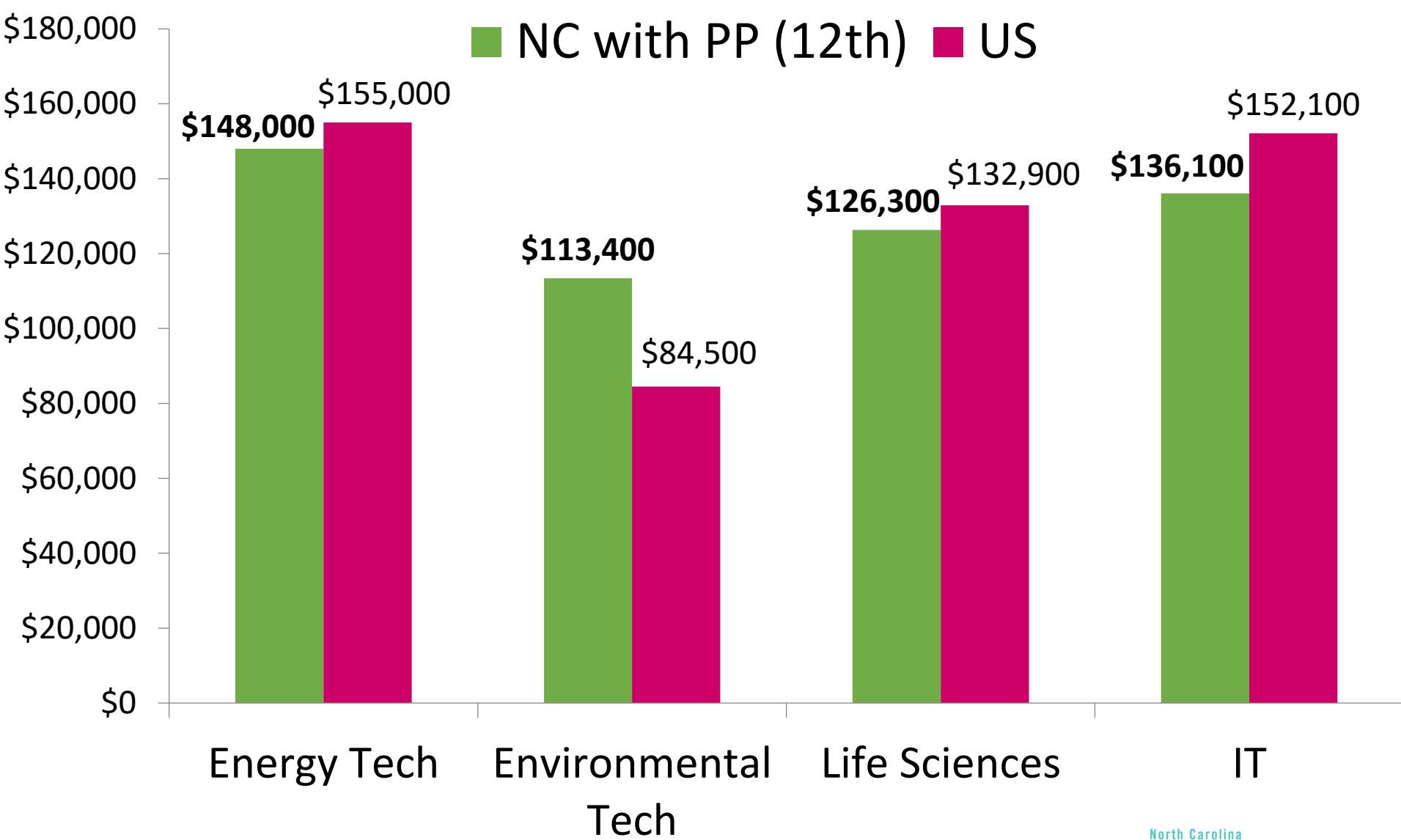


3.0% to 5.9%



Less than 3.0%

Ave. Annual Earnings per Worker by Subsector, 2019

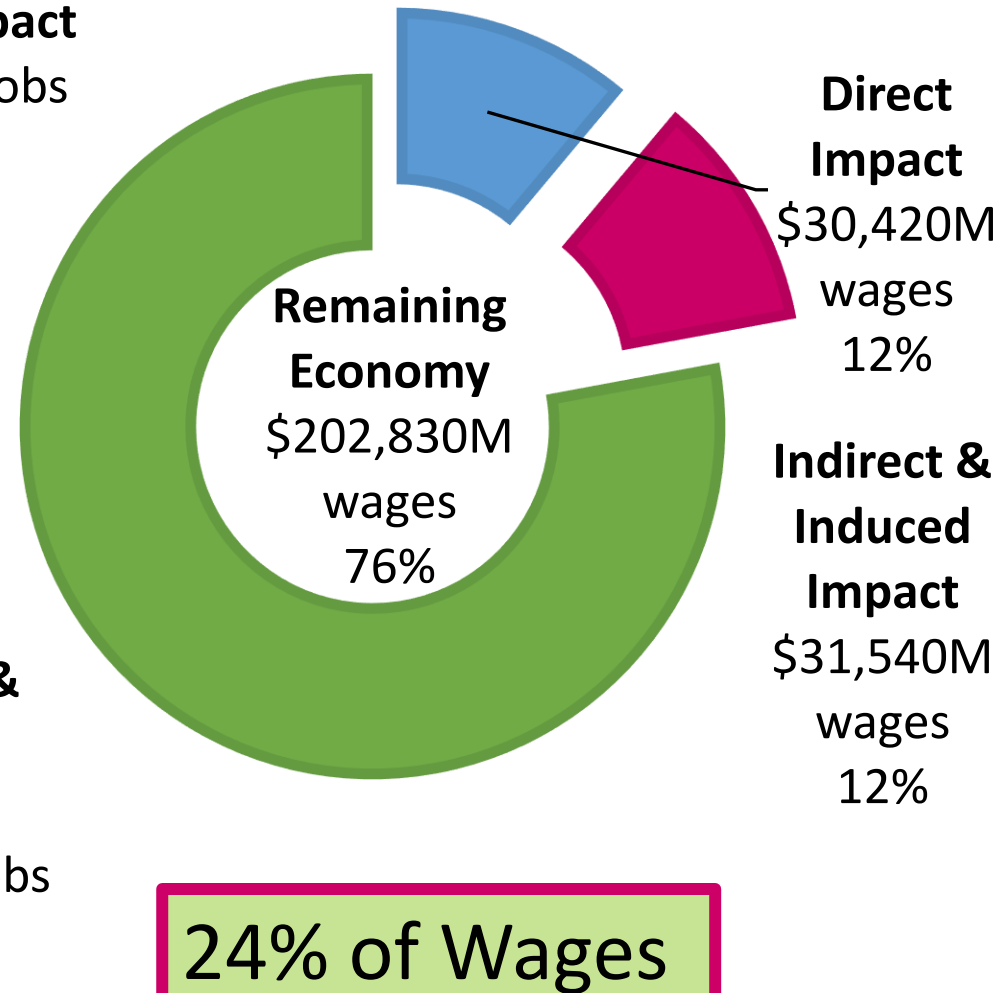
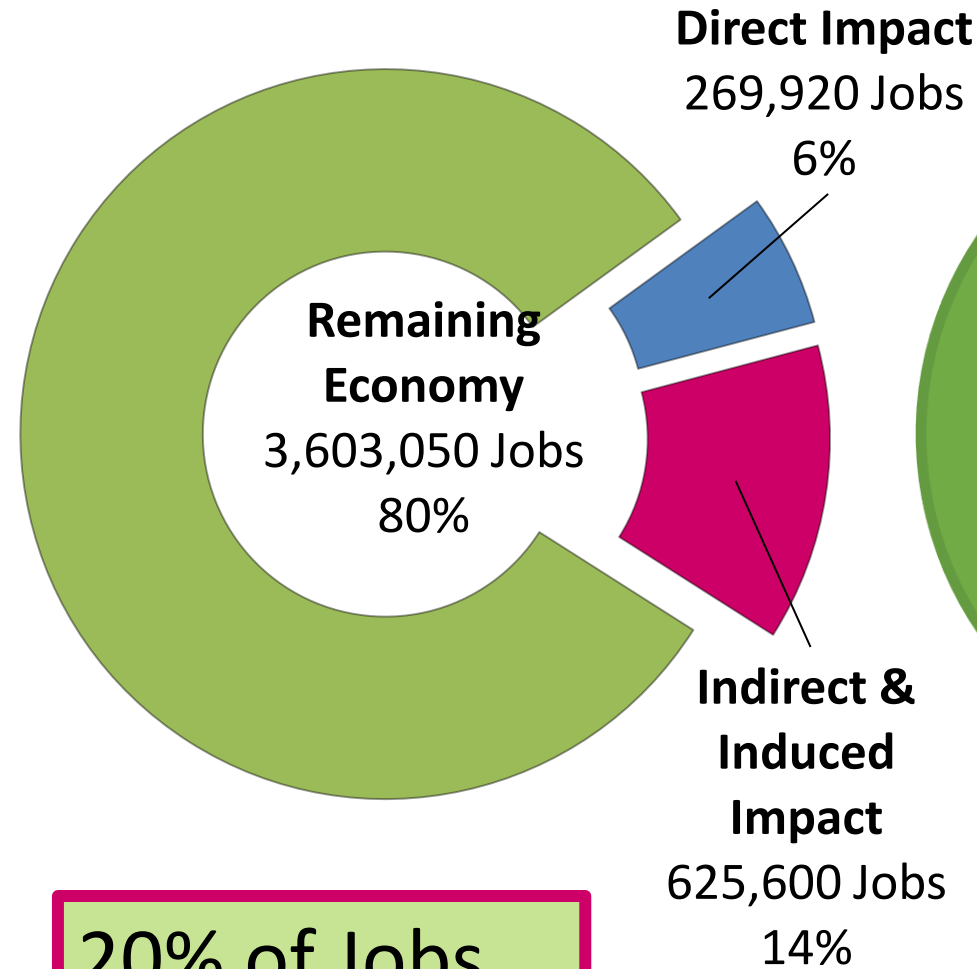


Economic Impact of Technology Sector on State Economy, 2019

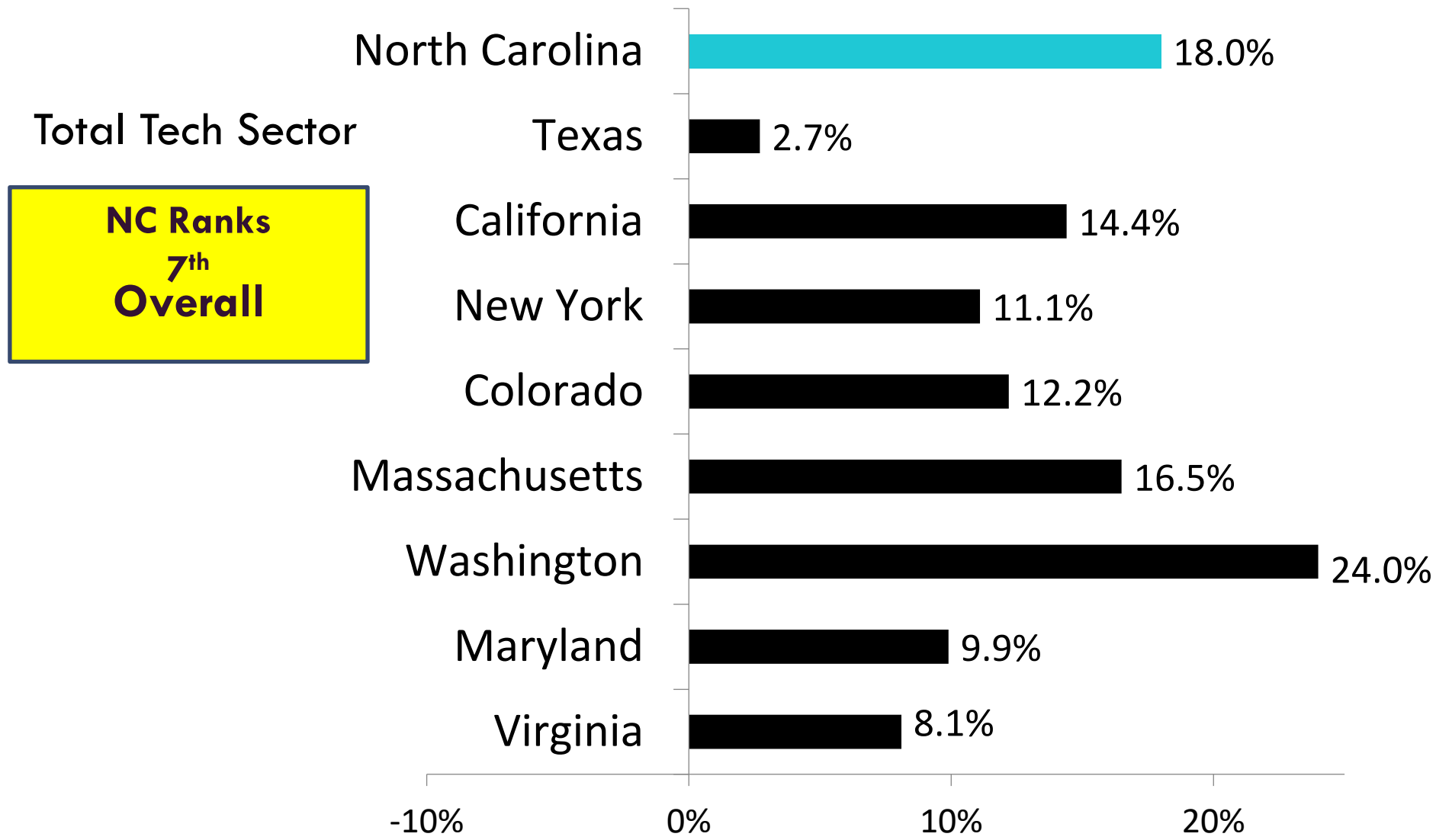
Impact	Employees	Earnings (Millions)	Sales (Millions)
Direct Impact	269,920	\$30,420	\$96,460
Multiplier	3.32	2.04	1.97
Indirect & Induced Impact	625,606	\$31,540	\$93,150
Total Impact	895,526	\$61,960	\$189,610

Since the first STIR report (2014) the tech sector impact on NC earnings has grown 38%

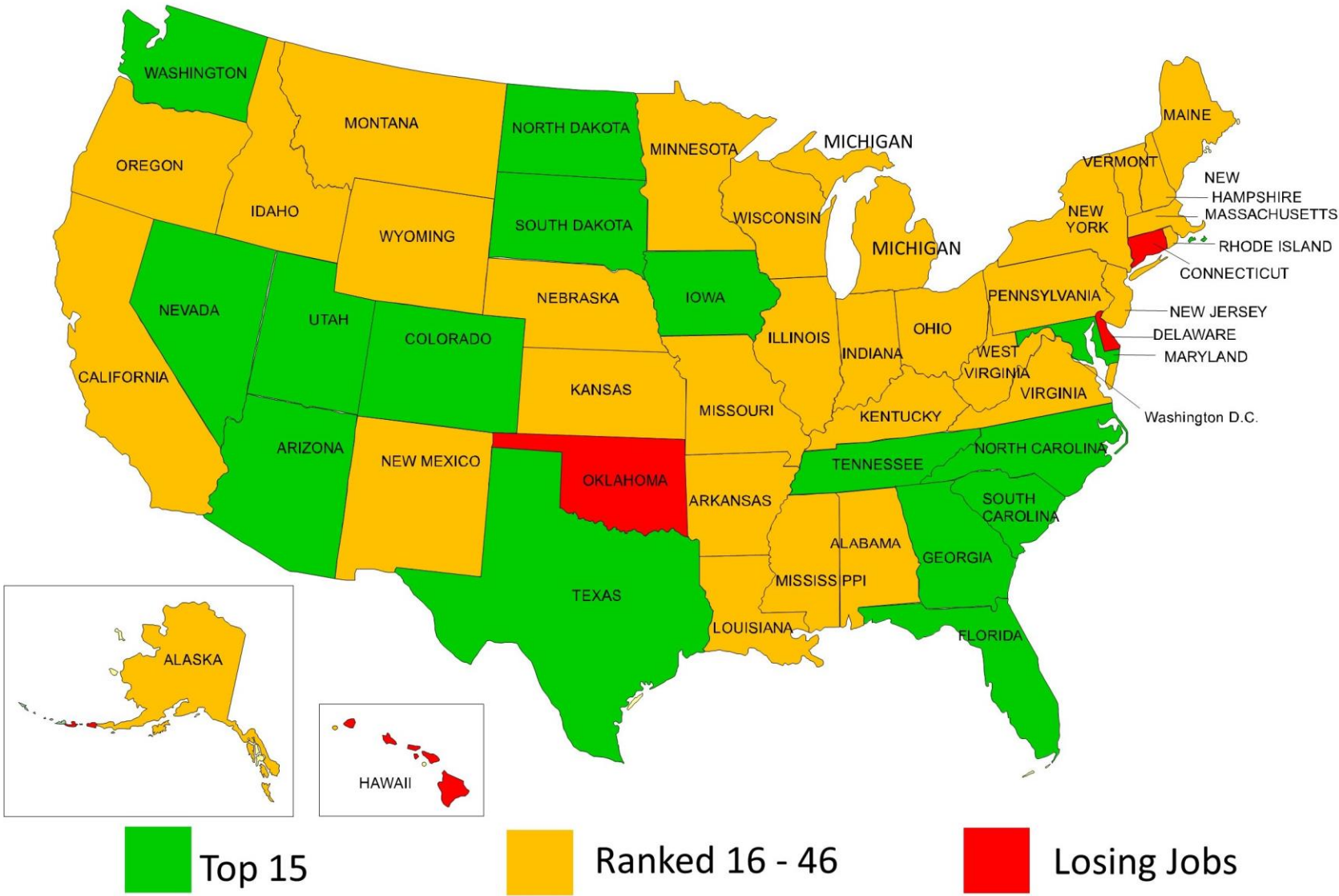
Tech Sector Contribution to State Economy, 2019



Technology Sector Employment Growth Rates (2014-2019)

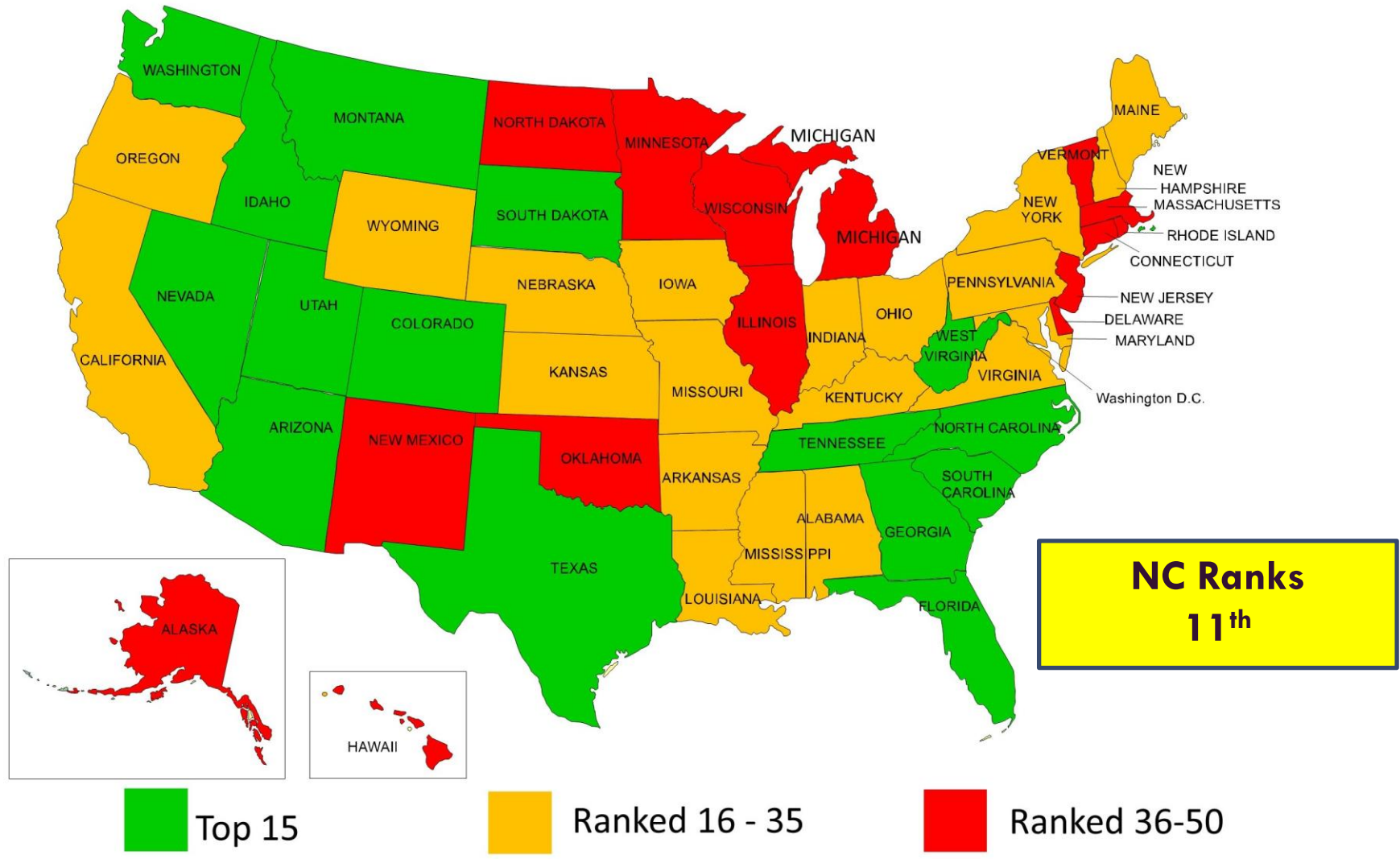


Expected Tech Sector % Employment Growth 2020-2025

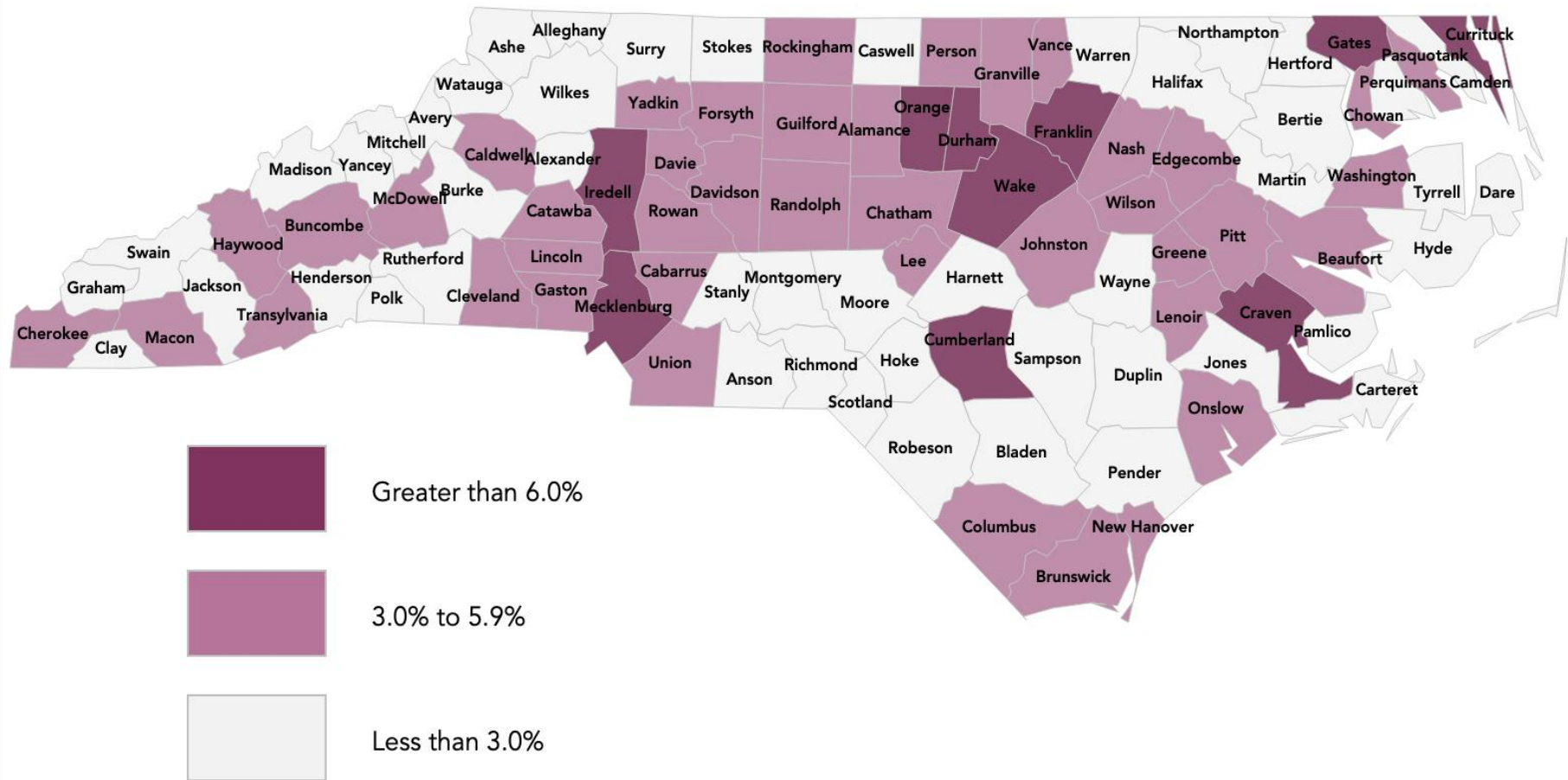


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Expected Tech Occupations Growth, 2020-2025



Tech Occupations by County in North Carolina



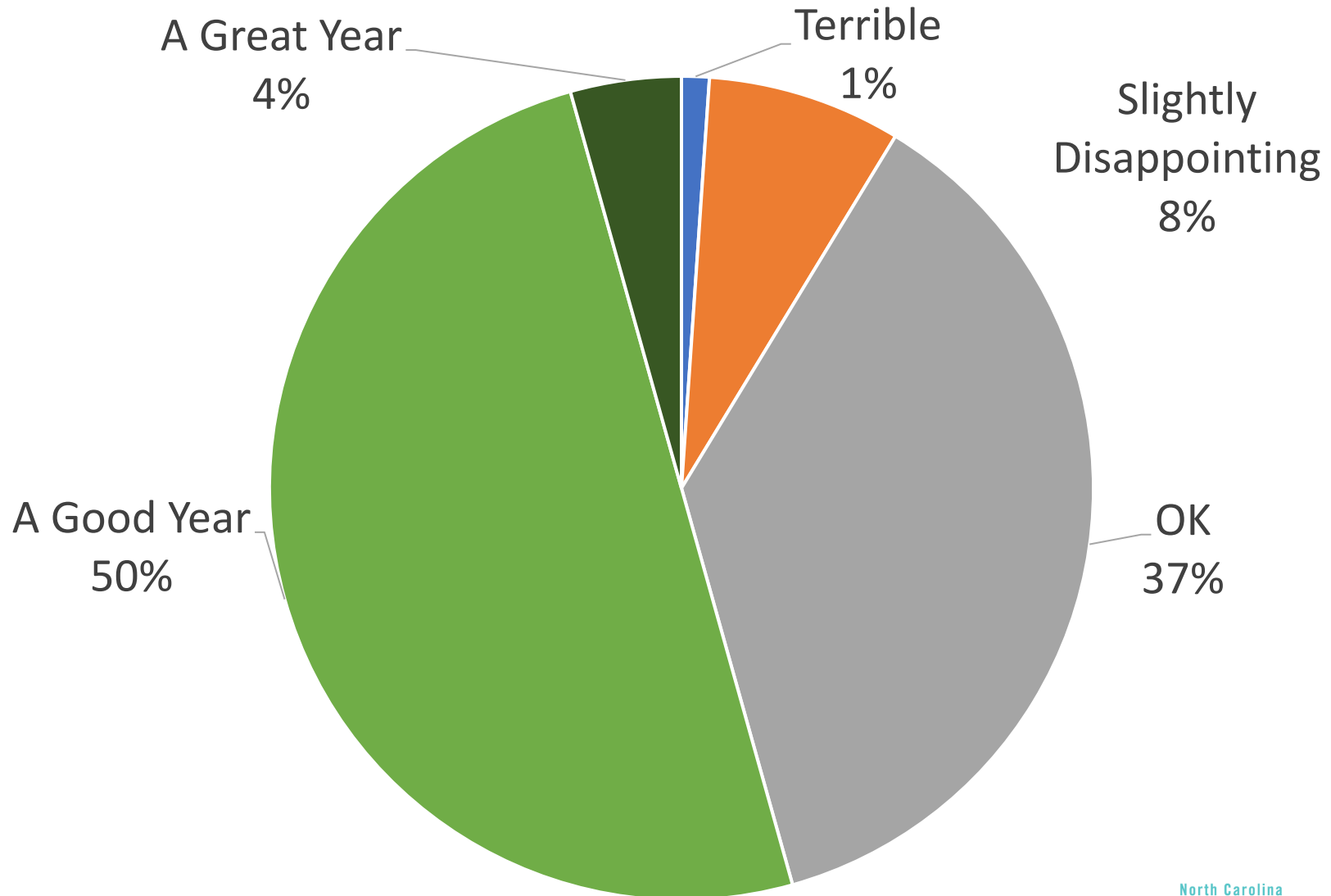
© 2020 Mapbox © OpenStreetMap

Survey

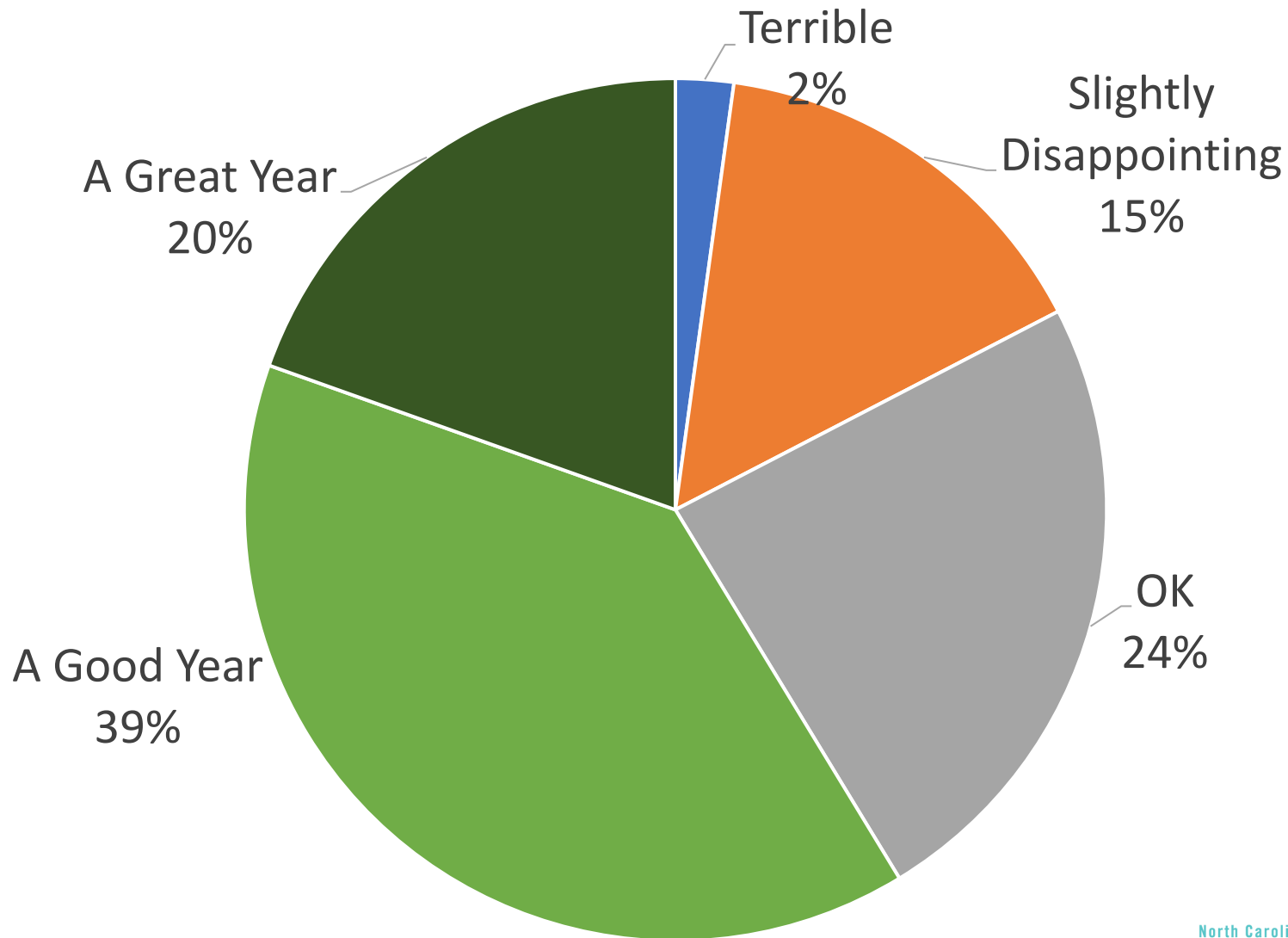
**December
2020**



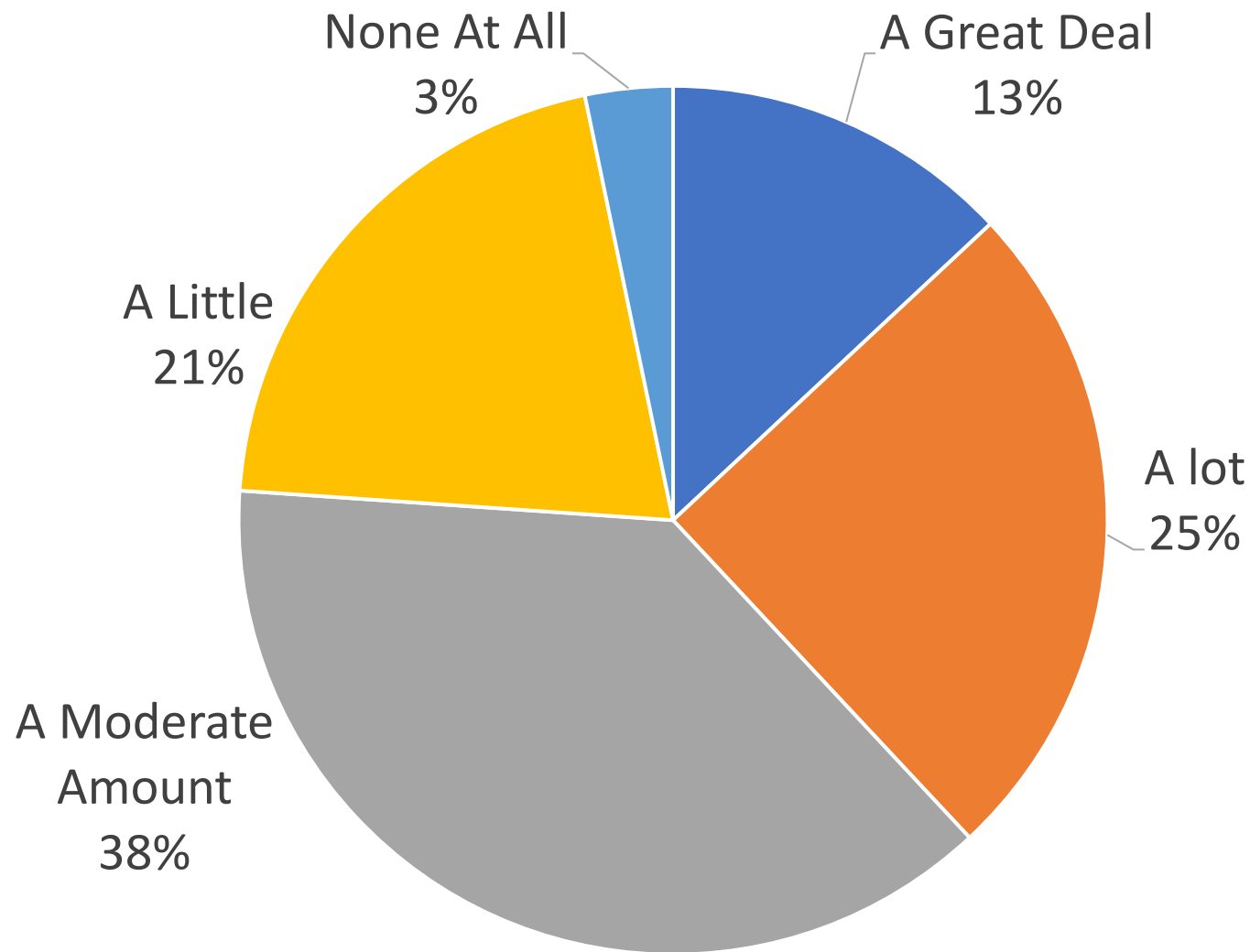
How was 2020 for NC's Technology Sector?



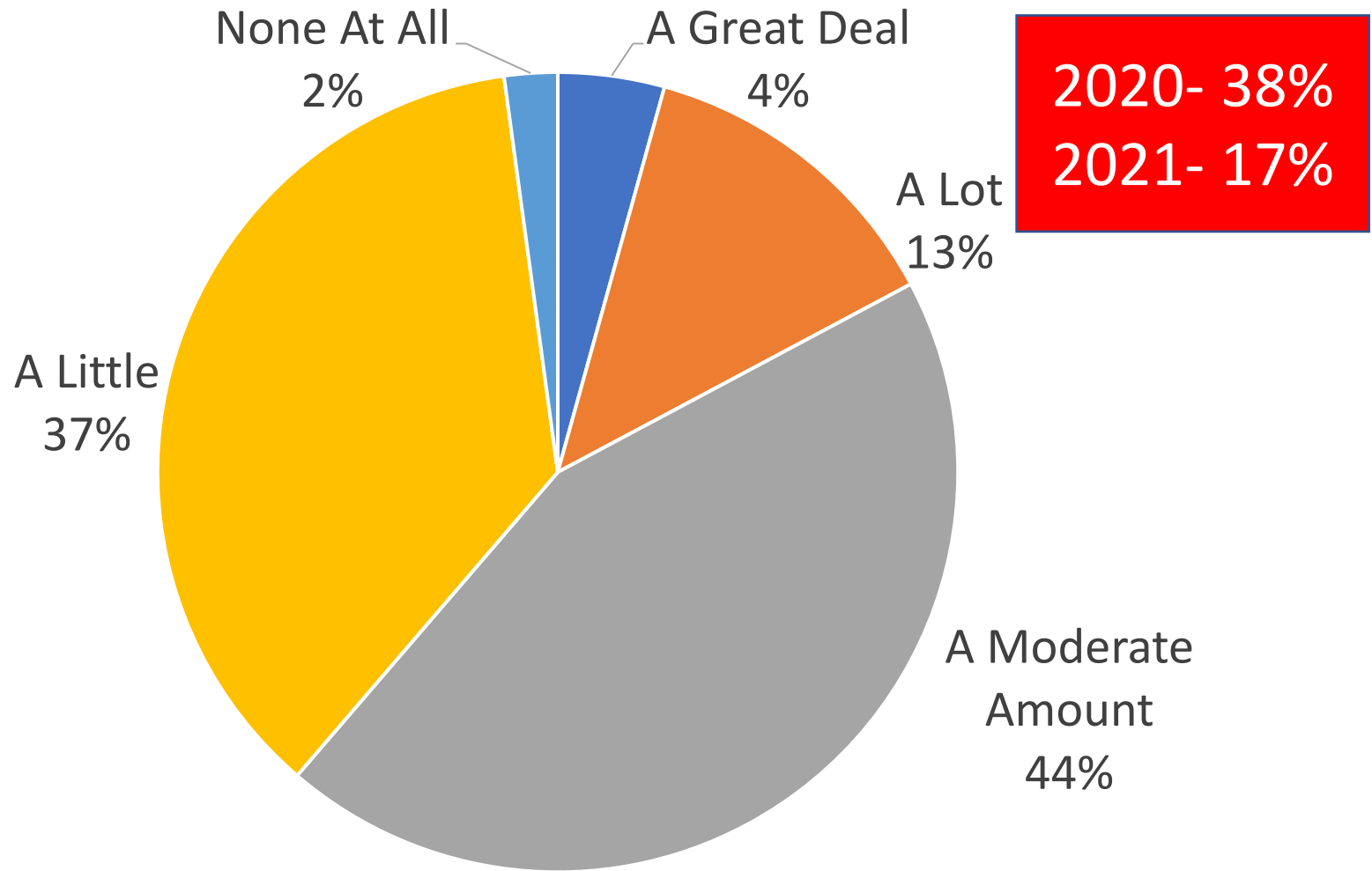
How was 2020 for your business?



How much has the COVID-19 pandemic impacted your company's business in 2020?



How much of an impact do you expect the COVID-19 pandemic to have on your business in 2021?



In 2021 I expect our business will...

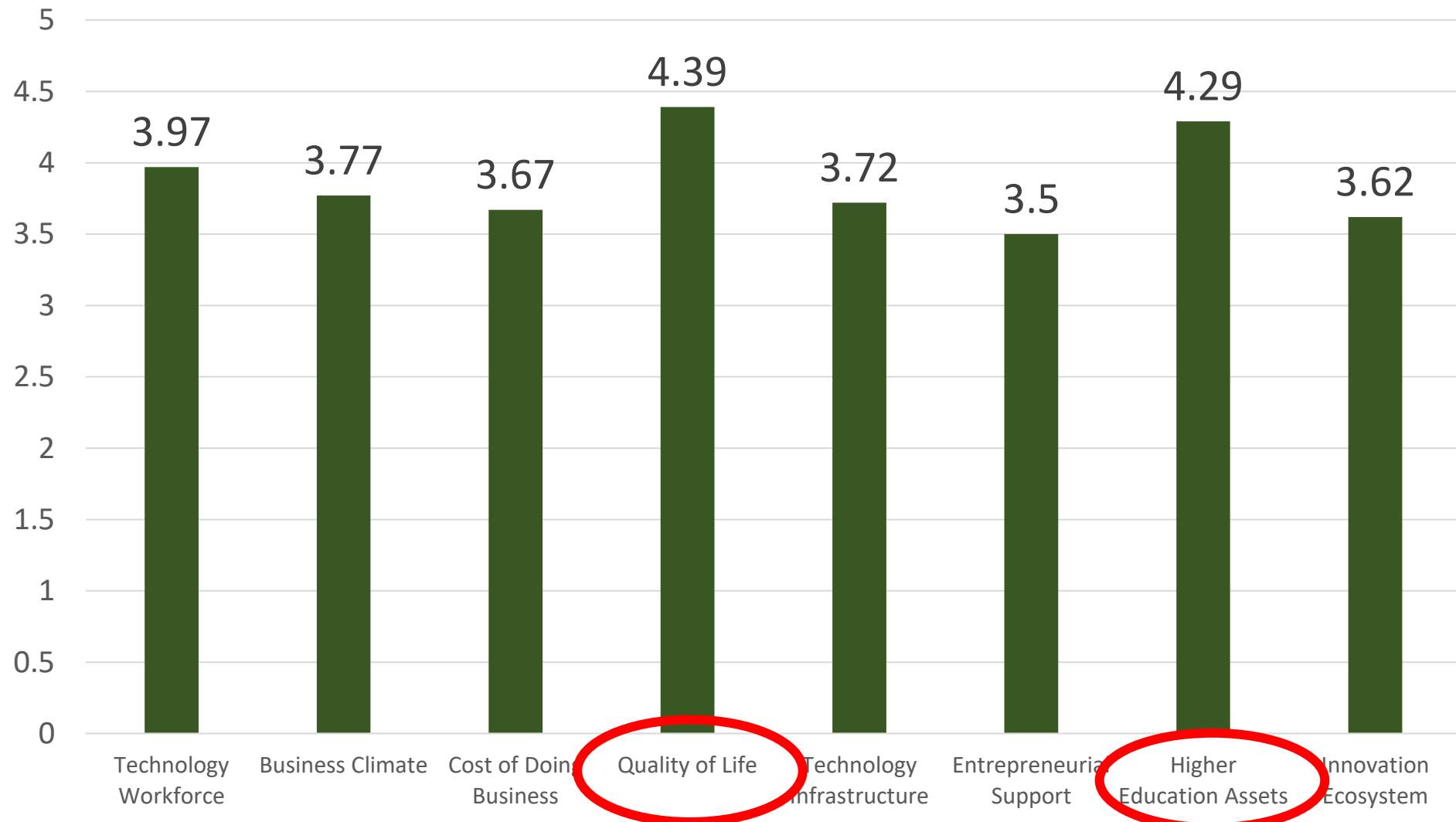


73%
Grow



2%
Decline

Many factors impact our competitive position...

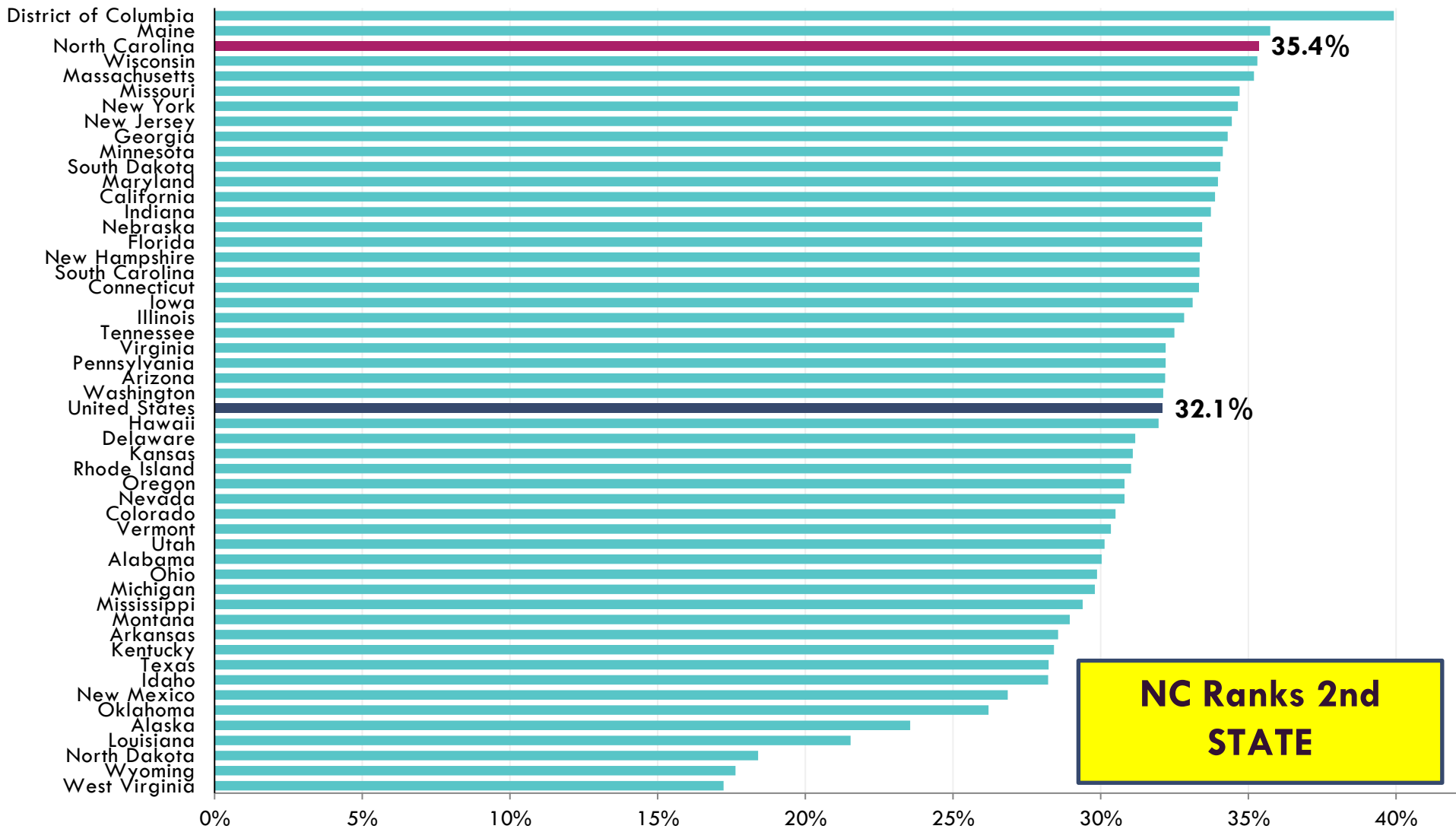


Top Tech Towns in 2020

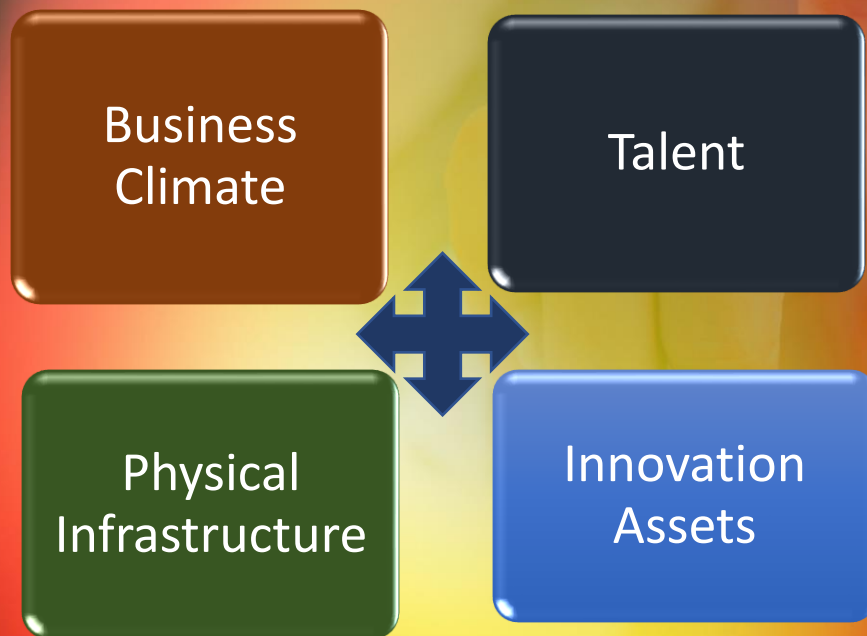
1. Austin, TX
2. Dallas, TX
3. **Raleigh, NC**
4. San Jose, CA
5. **Charlotte, NC**
6. Seattle, WA
7. San Francisco, CA
8. Atlanta, GA
9. Huntsville, AL
10. Denver, CO
11. Washington, DC
12. Boulder, CO
13. **Durham-Chapel Hill, NC**
14. Columbus, OH
15. Colorado Springs, CO
16. Boston, MA
17. Baltimore, MD
18. Madison, WI
19. San Diego, CA
20. Trenton, NJ



Percentage of Women Working in the Tech Industry



FINAL THOUGHTS





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NCTECH
Association



ECONOMIC
LEADERSHIP



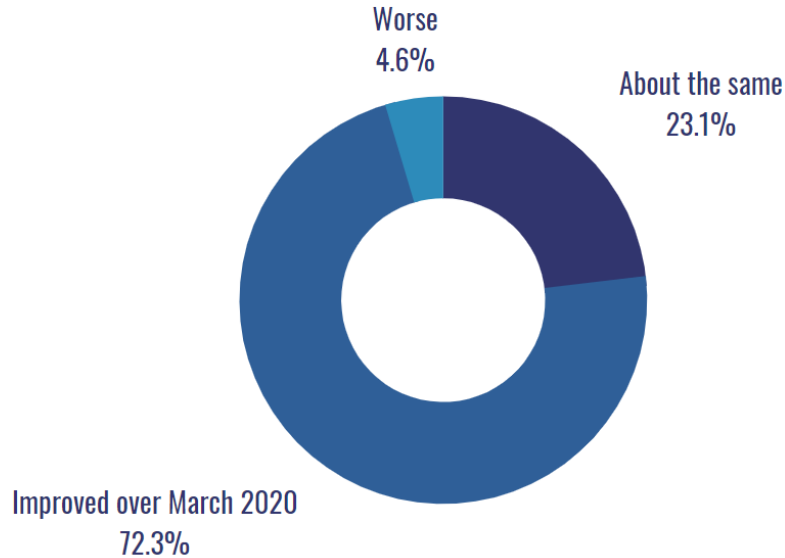
NC TECH Leadership Return to Office Poll

June 2021

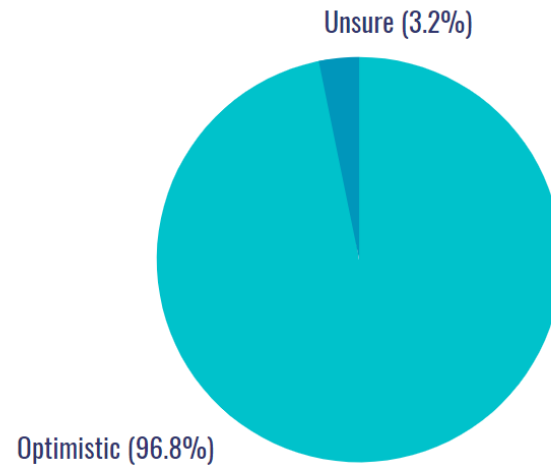
Sponsored by



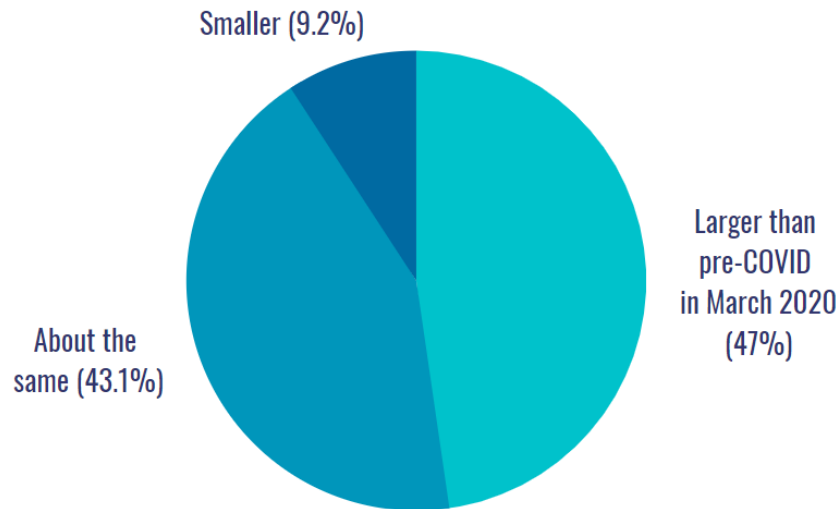
A year post-initial COVID impact on the economy, your business is:



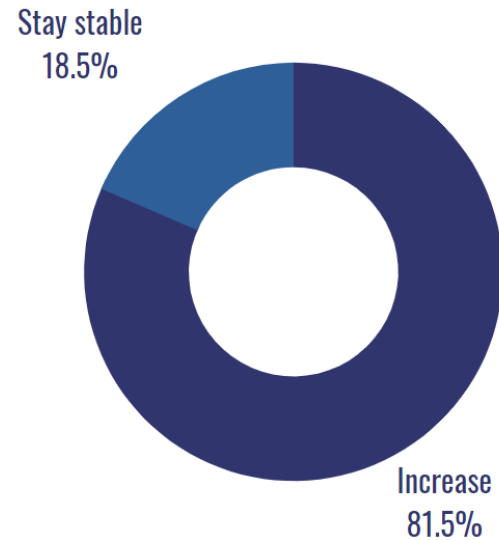
As you think about your business prospects for 2021 you are:



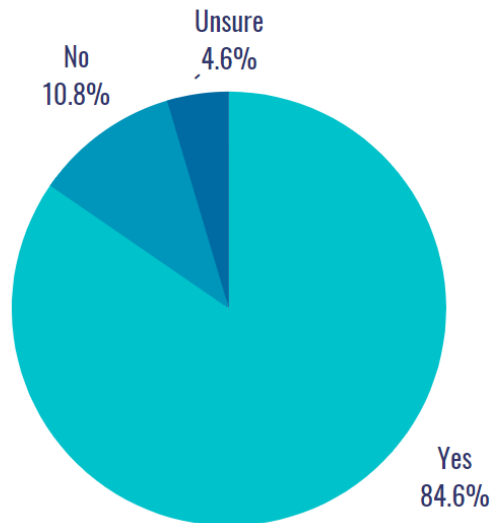
Your workforce size is...



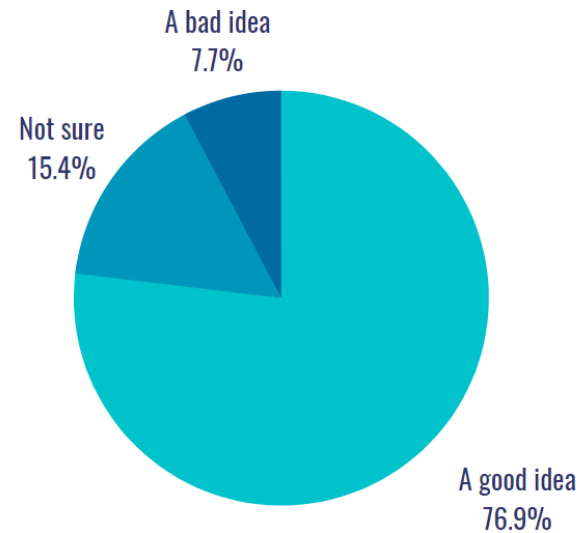
During 2021 you anticipate your workforce size will:



Are you considering a flex/hybrid work strategy?



The public expenditure to invest in broadband is:





nctech.org/pulse